

## Community Vision and Goals

In the process of developing the 13<sup>th</sup> Street Neighborhood Improvement Plan, the NAC discussed their vision, goals and objectives for the neighborhood. Community members and the NAC were united in their commitment to their neighborhood and to participating in its ongoing revitalization. A statement prepared by the NAC articulates the overall vision for this neighborhood:

### **Vision for Revitalization**

*Revitalization of the 13<sup>th</sup> Street Neighborhood will include protecting and enhancing neighborhood character, condition, appearance and safety, while ensuring the availability of neighborhood services and amenities, for a diverse and vital residential population.*

Following extensive discussion over several months, a set of goals and initial objectives to achieve them were crafted by the NAC. These were then ratified by the community in an area workshop.

The goals and objectives have helped shape the recommendations of the Plan. Many of the goals and objectives have been reflected in specific actions and projects. While all of the goals and objectives should be used as a reminder of the aspirations of the community, and as a measure of future success, the community may wish to review them from time to time for the translation into additional Action Items.

## **13<sup>th</sup> Street Neighborhood Goals and Objectives**

### **Goal 1. Retain the economic and cultural diversity of the neighborhood.**

#### **Objectives:**

- 1) Preserve existing stock of housing including affordable rental housing. Ensure that any new programs do not jeopardize the ability of renters to remain in their homes.
- 2) Increase ownership opportunities for existing, long-term renters (e.g. low-interest loans and rent-to-own programs).
- 3) Tailor programs to finance private improvements that meet the needs and economic capabilities of the existing residents.
- 4) Provide opportunities for new affordable housing.

### **Goal 2. Enhance the neighborhood fabric and quality of the existing residential resources.**

#### **Objectives:**

- 1) Assure that new development is compatible with each neighborhood's scale, character, and architectural heritage.
- 2) Minimize displacement of existing housing including rental housing, and ensure that the concerns of displaced tenants and neighbors are addressed.
- 3) Encourage the preservation and architectural integrity of existing older homes and buildings through, compatible conversions, and responsible management of these existing resources.
- 4) Increase code enforcement to improve safety and appearance of neglected houses and apartment buildings.
- 5) Encourage the infill of new residential development with a strong affordability component on the vacant lots in the neighborhoods.
- 6) Reduce the impact of incompatible adjacent uses.
- 7) Existing legal, non-residential uses on residential streets should be encouraged and/or required, as appropriate, to operate in a manner that is consistent with their surrounding residential environment, curtailing noise, odor, litter, and the storage of business related vehicles on public streets, front setback areas, sidewalks, etc.

**Goal 3. Improve and encourage vibrant and pedestrian-friendly neighborhood commercial areas in the 13<sup>th</sup> Street neighborhood.**

**Objectives:**

- 1) Encourage the transformation of 13<sup>th</sup> Street from Backesto Park to Hedding Street to a well-designed and attractive neighborhood-serving retail street.
- 2) Reduce the number of alcohol sales establishments in the neighborhood.
- 3) Recognize the distinct role of the development opportunities at Oakland Road as a gateway to the neighborhood.
- 4) Encourage the upgrading of the historic building resources that contribute to the neighborhood character.
- 5) Encourage appropriately-scaled and well-designed infill development.
- 6) Support the existing neighborhood-serving businesses by tailoring programs to finance private improvements.
- 7) Support the pattern of small retail nodes (e.g. along Julian, St. James, and Empire Street) that contribute to the neighborhood identity and provide pedestrian convenience.
- 8) Promote economic development opportunities for residents of the area.
- 9) Consider the economic viability of the proposed mix and intensity of uses recognizing that increased density will likely contribute to success of neighborhood-serving uses.

**Goal 4: Reinforce the economic health and vibrancy of the Santa Clara Street Corridor that recognizes the city's vision as "Main Street" while protecting neighborhood resources adjacent to the corridor.**

**Objectives:**

- 1) Capture the greatest potential support for local businesses from the projected BART and light rail projects while minimizing the potential disruptions or impacts to their on-going operations.
- 2) Minimize the physical presence of the potential BART extension under alternatives review so that the potential station planned between 4<sup>th</sup> and 6<sup>th</sup> Streets will not serve as a major parking reservoir for the system or as a major destination of intrusive automobile traffic.
- 3) Use the VTA's planned Downtown/East Valley project as a catalyst for upgrading the streetscape and commercial environment of the street.

- 4) Work to retain emergency medical services convenient to the downtown and its neighborhoods.
- 5) Identify suitable development opportunities in the corridor for reuse and clarify jurisdictional responsibilities for implementation.
- 6) Monitor the civic center projects and other downtown development projects to be sure that they are sensitive to the neighborhood issues and compatible with the existing fabric of the neighborhoods.

**Goal 5. Enhance the quality and accessibility of the park and open space resources recognizing that the neighborhood is under-served.**

**Objectives:**

- 1) Refurbish the existing parks and facilities to increase their safe use and attractiveness.
- 2) Add suitable neighborhood-serving recreational facilities to provide alternatives to unsafe use of the streets by children.
- 3) Inter-connect the existing resources into a citywide network.
- 4) Complete the multi-purpose trail planned for the Coyote Creek corridor.
- 5) When opportunities arise, augment the existing parks with small-scale but well-distributed new neighborhood-serving mini-parks.
- 6) Provide enhanced maintenance of the park and recreation facilities.
- 7) Consider railroad rights-of-way for open space opportunities.

**Goal 6: Upgrade the public environment of the existing streets.**

**Objectives:**

- 1) Identify areas for strategic enhancements to sidewalks, landscaped medians, and pedestrian-scaled street lightings and street furnishings
- 2) Add to community identity with appropriate gateways, entries, and neighborhood signs.
- 3) Encourage the removal of billboards along 13<sup>th</sup> Street and in the neighborhood.
- 4) Take advantage of opportunities to underground overhead utilities at key locations in the neighborhoods.
- 5) Take measures to remove blighted conditions from the alleyways along Julian and St. James Streets.
- 6) Promote programs that add appropriate street trees throughout the neighborhoods (including programs tailored to rental housing) and increase the frequency of trimming.
- 7) Install unique features to promote the character of neighborhoods and sub-districts.

- 8) Select new street light fixtures that are cost effective and provide a “white-light” color.

**Goal 7: To the extent possible, eliminate the traffic and public safety nuisances and visual blight from the existing railroad right-of-way.**

**Objectives:**

- 1) Provide for ongoing cleanup of dumped materials debris.
- 2) Remove and control graffiti, including the continued cleanup of the railroad bridge over 101 at the terminus of North 11th Street.
- 3) Improve lighting, signage and access to railroad right-of-way to help discourage dumping and graffiti.
- 4) Manage the unauthorized use of the right-of-way by homeless and clients of the service agencies.
- 5) Explore conversion of the railroad right-of-way to other uses.

**Goal 8: Reduce the incidence of criminal activity especially in those areas where it contributes to blight in the neighborhoods.**

**Objectives:**

- 1) Provide more responsive cleanup of dumped materials or abandoned vehicles in the streets and on vacant properties in the neighborhood.
- 2) Increase police surveillance to reduce drug dealing on the streets.
- 3) Encourage programs and services throughout the city for parolees (including sex offenders) that emphasize their successful re-entry into society.
- 4) Support measures that will more equitably distribute parolees (including sex offenders) throughout the region so that they are not concentrated in the downtown San Jose neighborhoods.
- 5) Promote programs that create an effective communication link between the legal community and the neighborhood, such as a Megan’s Law Computer Database in the Library.

**Goal 9: Improve City services so that maintenance and repair programs better meet the needs and particular conditions of the neighborhoods.**

**Objectives:**

- 1) Increase street, sidewalk, curb and gutter repair and street cleaning effectiveness.
- 2) Explore an area-wide sidewalk, curb and gutter repair program that is more responsive to the needs of the community.

**Goal 10: Ensure that the public facilities will meet community needs.**

**Objectives:**

- 1) Encourage the coordination of programs among the responsible agencies to optimize the use of limited facilities (e.g. school district and City).
- 2) Increase access to the facilities from the neighborhood by linking them with safe pedestrian routes
- 3) Provide safer passenger loading and unloading areas at schools.
- 4) Assure provision of adequate schools, hospitals, the centrally-located neighborhood library and other services to accommodate current and future growth.

**Goal 11: While recognizing their contribution to the city, minimize the adverse neighborhood impacts that arise from the concentration of social service providers.**

**Objectives:**

- 1) Improve management of operations to avoid concentrations of social service clients on the streets and sidewalks.
- 2) Reduce the concentration of social service shelters, etc, within the neighborhood to achieve a more equitable distribution within the city and region.
- 3) Support redevelopment of all or part of the Salvation Army site into high density housing compatible with the scale and character of the surrounding Hensley Historic District. Relocate at least those Salvation Army activities that most impact the surrounding neighborhood, for example, the men's residential shelter.

**Goal 12: Reclaim the street environment so that it is compatible with the daily lives of the residents and neighborhood businesses rather than merely serving as conduits for through traffic.**

**Objectives:**

- 1) Return the one-way arterial couplets to two-way residential streets.
- 2) Employ traffic calming measures on heavily traveled streets to slow vehicles (including buses) and improve pedestrian safety.
- 3) Restrict through truck traffic on residential streets.
- 4) Provide a new east-west bicycle connection between Coyote and Guadalupe Creeks

**Goal 13: Manage parking on streets and within private development areas in the 13<sup>th</sup> Street neighborhoods so that parking for local residents and neighborhood businesses is improved .**

**Objectives:**

- 1) Locate and design any new parking structures in a manner that minimizes or avoids adverse traffic, noise and aesthetic impacts on the adjacent streets and neighborhoods.
- 2) Stripe parking and paint curbs in the denser neighborhoods to minimize conflicts between parked cars and driveways or cross traffic.
- 3) Provide small, off-street parking sites in commercial areas where street parking is inadequate.
- 4) Employ parking management strategies (such as neighborhood permit programs or shared parking) where appropriate;
- 5) Increase enforcement of parking violations, including blocked sidewalks.

**Goal 14: Implement physical improvements and increase public safety surveillance so that pedestrians can safely access their community resources and retain their sense of community.**

**Objectives:**

- 1) Increase enforcement of pedestrian, bicycle, parking and vehicular traffic regulations.
- 2) Identify major pedestrian routes for additional crosswalks and other pedestrian improvements to increase the safety and attractiveness of the pedestrian environment (e.g. to assure safe access to transit).

- 3) Identify priority locations for pedestrian-scale street lighting improvements.
- 4) Add traffic controls, such as traffic signals and stop signs, that are warranted.
- 5) Assure adequate funding for crosswalk monitor programs.
- 6) Add corner curb ramps.
- 7) Repair and maintain existing sidewalks; explore methods to expedite.

**Goal 15: Provide enhanced public transit facilities and promote high-quality pedestrian environments rather than inaccessible automobile-dominated streets.**

**Objectives:**

- 1) Identify locations for covered bus shelters, including school bus stops (e.g. at Backesto Park).
- 2) Encourage VTA to periodically review bus routes and stops to balance service with localized impacts of buses on residences.

**Goal 16: Emphasize measures that result in desirable improvements to the neighborhood, resorting to penalties only as a last resort .**

**Objectives:**

- 1) Explore the removal of illegal uses.
- 2) Explore the rehabilitation, reuse or removal, if necessary, of abandoned buildings.
- 3) Explore the removal of abandoned vehicles in a timely manner.
- 4) Increase City staffing to improve code enforcement.
- 5) Integrate work of the City's historic preservation staff into the code enforcement actions to protect historic properties within the designated historic district.
- 6) Increase coordination between the City's historic preservation staff and other City departments (e.g. permitting, etc.) to improve preservation of historic properties throughout the neighborhood.
- 7) Streamline the permit process for appropriate improvements but strengthen historic code enforcement.



**Goal 17: Establish an on-going role and opportunity for the Neighborhood Associations and encourage community organization of local businesses.**

**Objectives:**

- 1) Provide meaningful input into the City's decision-making that affects the 13<sup>th</sup> Street neighborhoods so that the goals of the Strong Neighborhoods Initiative and this plan continue to be pursued and enhanced.
- 2) Strengthen the communication between the City and the Neighborhood Associations in order for the neighborhood to track City plans for on-going transportation planning that will affect the 13<sup>th</sup> Street neighborhood.
- 3) Communicate to neighborhood residents and business-owners the availability of programs and initiatives.
- 4) Encourage the formation of a neighborhood business association for 13<sup>th</sup> Street to help promote goals of the Neighborhood Improvement Plan.
- 5) Promote timely communication between the City and Neighborhood and Business Associations so that they have adequate notice to make meaningful input into the policy decisions that affect the neighborhood.
- 6) Create a vehicle for coordination among the Neighborhood Associations, area organizations, etc. so that a clear and strong voice can emerge to influence City policy within the neighborhood.

**Goal 18: Assure appropriate sequencing of improvements and actions.**